

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

February 25, 2003

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FROM: KEN A. MILLER, Director
Department of Public Works – Regional Parks

SUBJECT: PAYMENTS TO KCAL FM FOR ADVERTISING SERVICES

RECOMMENDATION: Authorize Purchasing Department to process payments totaling \$8,200 to KCAL FM for advertising services required by Regional Parks during the remainder of FY 2002/03.

BACKGROUND INFORMATION: Regional Parks utilizes the services of KCAL FM to advertise activities and special events at the parks. To date, the Regional Parks has paid approximately \$25,000 to KCAL FM for performance of such services. During FY 2002/03 Regional Parks began a new series of Fishing Derbies whereby each park shall host two fishing derbies in an effort to increase park visibility and public awareness. These derbies began in November 2002 and will end in April of this year. Staff anticipates that the Department will need an additional \$8,200 of spending authority for this vendor in FY 2002/03 for the subject services.

County Policy requires departments to seek Board approval when contracting for services with a vendor when the aggregate amount exceeds \$25,000 per fiscal year. As mentioned above, the Department has already paid \$25,000 in FY 2002/03 to KCAL FM. Consequently, the Department must request approval from the Board for all future payments to this vendor during the current fiscal year. Accordingly, this item is requesting authorization for payments totaling \$8,200 to KCAL FM for the balance of this fiscal year.

REVIEW BY OTHERS: This item has been reviewed by the County Administrative Office (Tom Forster, Administrative Analyst) on January 24, 2003. This item has also been reviewed by the Purchasing Department (Aurelio De La Torre, Director) on February 4, 2003.

FINANCIAL IMPACT: This item approves an additional \$8,200 of spending authority for the Department with KCAL FM. This will bring the total to \$33,200 for FY 2002/03. Appropriations for the additional \$8,200 are available in Regional Parks' FY 2002/03 budget (AAA-CCP-CCP).

Cost Reduction Review: The County Administrative Office has reviewed this agenda item and concurs with the department's proposal; thus Board approval of this item is recommended. This action is based on that additional advertising charges will increase park attendance and generate sufficient revenue (from park admission and fishing fees) to more than offset this cost.

SUPERVISORIAL DISTRICT(S): All

PRESENTER: Thomas A. Potter, Chief of Regional Parks 387-2340

Record of Action of the Board of Supervisors